The DoD EMALL

Presented to
the
DLA CSR Conference
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DOD EMALL Background

- The DoD EMALL was launched by the Defense Logistics Agency (DLA) in 1998 as the DLA EMALL.
- The FY99 DoD Authorization Act stated, ***"… the Joint Electronic Commerce Program Office of the Department of Defense shall develop a single, defense-wide electronic mall system, which shall provide a single, defense-wide electronic point of entry and a single view, access, and ordering capability for all Department of Defense electronic catalogs."***
- DLA was named the executive agent for DoD EMALL which remains dedicated to its DoD-wide mission
- The DoD EMALL was created to leverage purchasing power across agencies to provide the warfighter and other Federal Government Agencies with volume discounts from Military and Commercial suppliers

Cost Avoidance Opportunity

- DOD EMALL reduces transaction costs
- DLA Specific Data
  - Cost Manual Purchase ($) (1) $146.00*
  - Cost EMALL Purchase ($) (2) $11.31
  - Cost Avoidance ($) (3) = [(1) – (2)] $134.69
- Credit Card Data
  - Baseline Credit Card Purchase $25.62
  - EMALL Purchase $11.31
  - Savings per Transaction $14.31

*Note: Morgan Stanley study of commercial industry shows manual purchases $125 – $175.

Lower Inventory Costs

Newark Electronics Catalog (~200K SKUs)

Unique NSNs 11,499

With Stock 11,316 → 98% Stock on Hand

DLA

For 11,499 NSNs 8,341 In DLA Stock → 73% Stock on Hand

Annual Demand ordered from DLA (Baseline Cost) = $13,173,731

Apply rule:

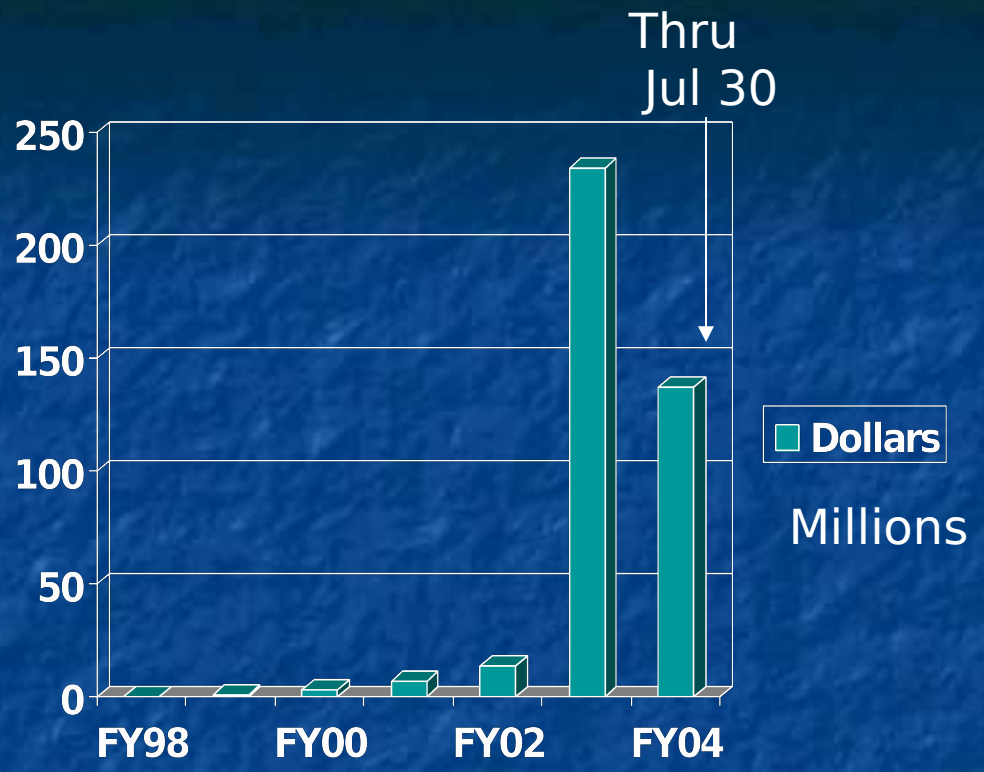
Buy Annual Demand from the cheapest source *having stock:*

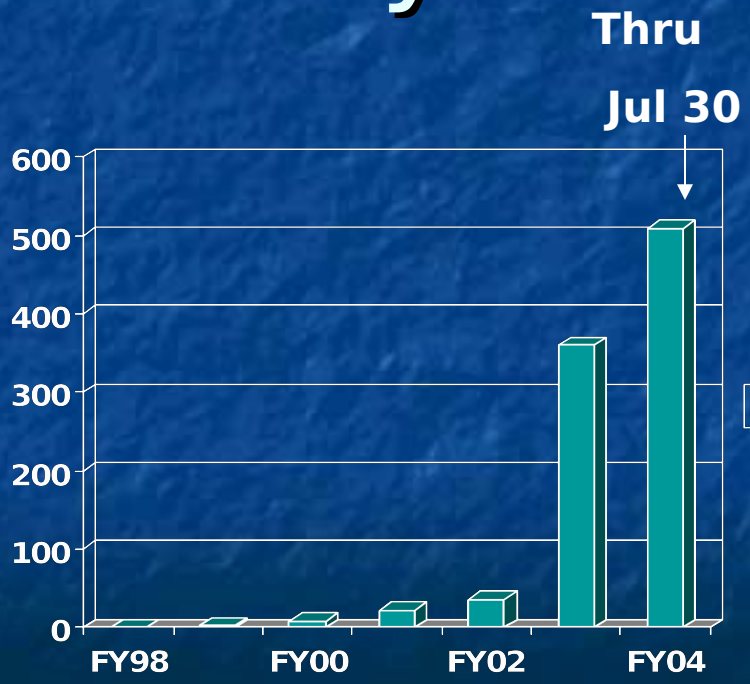
- Cost = $10,843,713

Customer Benefits

- $2.3M Cost Savings
- Stock Availability up 25% (73% to 98%)

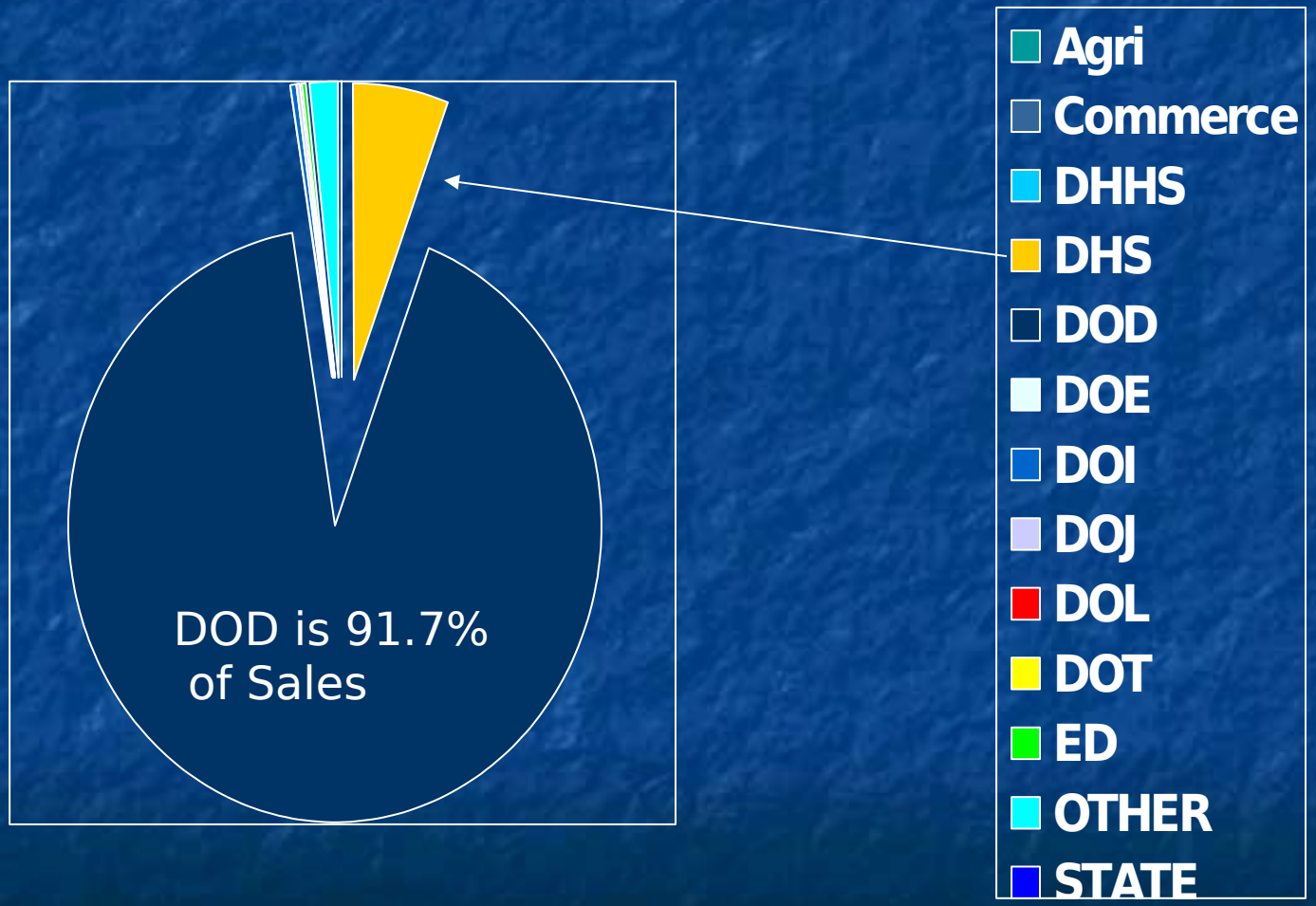
Sales History





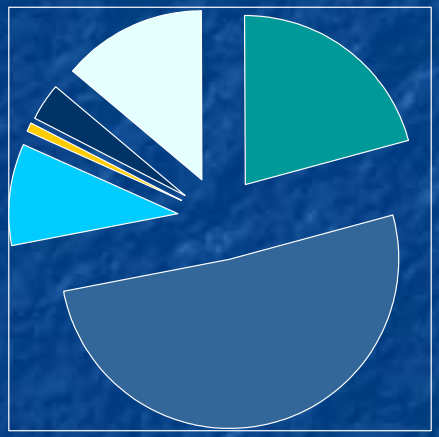
Average Sale: $420.00
Active Users: 21,000+
On Line Catalogs: 500+
With DLA & GSA NSNs
FY04 Projection: $185M
With 474,000 lines

FY04 Dollars by Department



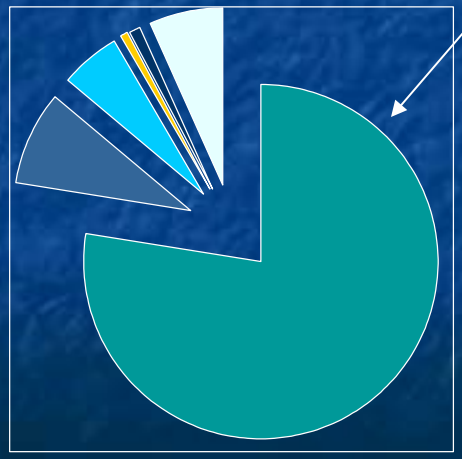
FY04 DOD Sales

Percentage of Dollars



Air Force: Contractor Logistics Support

Army: Mandatory for Office Supplies

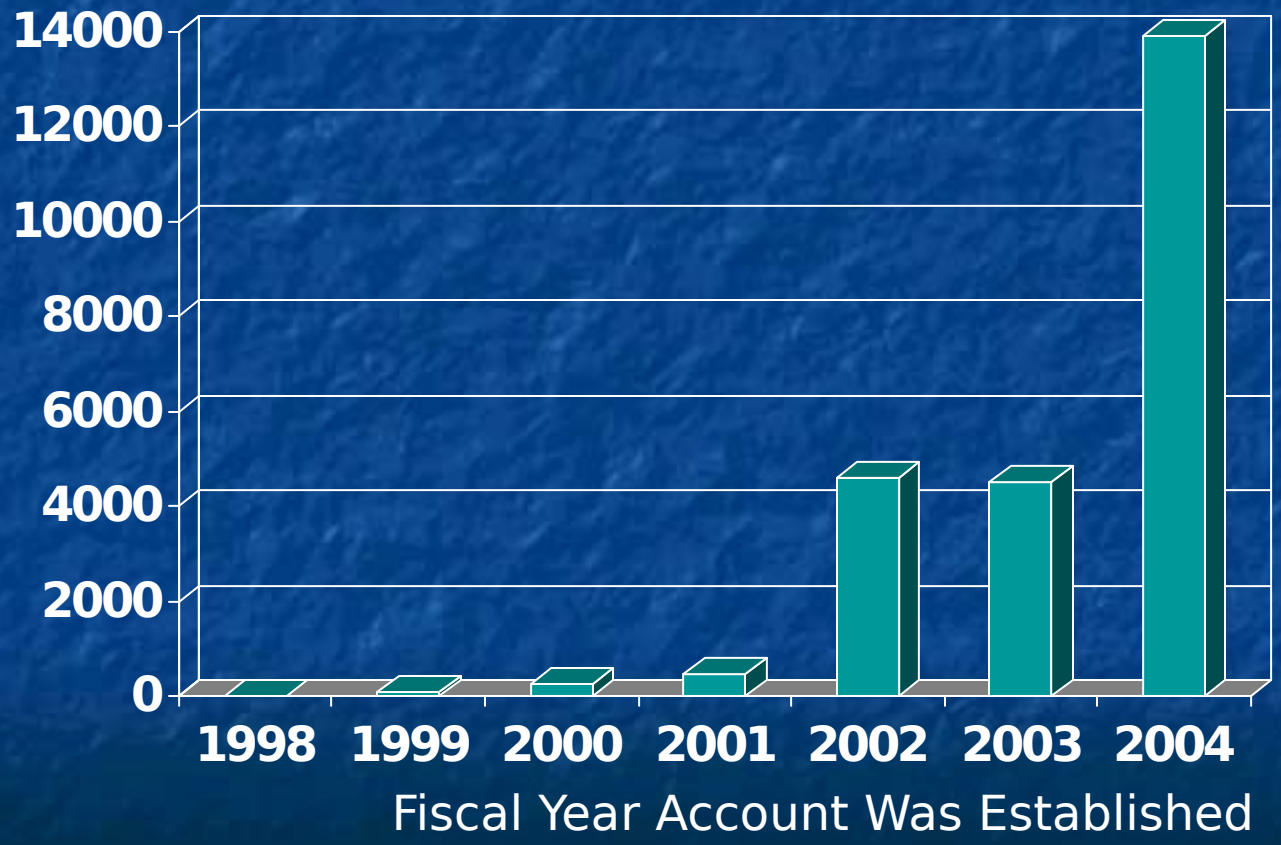


Percentage of Lines

DOD EMALL Adoption

All of these users are Active Users Today

23,829 Active Users



Program Management

DOD EMALL Program Manager Ms. Debra Fryar said, *"DOD EMALL is a balance between Government oversight and contractor development and operations. It blends state-of-the-art technology, developed by 2 small businesses and one large business with requirements oversight by a Service level Joint Requirements Board. DOD EMALL takes advantage of the intellectual capital of private industry while flexibly integrating service legacy systems and supporting the warfighter with the credibility of working directly with Government Contracting Officers to establish contracting and access business rules."*

Site Capabilities

- User Profiles
- Searching for Products
- Shopping Carts
- Rule Engine
- Contract Terms & Conditions
- User Order Management
- DLA Order Status
- The Vendor Process
- Customer Care
- Niche Capabilities

User Profiles – Types of Users

- Shoppers
  - Browse Catalogs
  - Build Shopping Carts
  - Send Shopping Carts
- Orderers
  - All that and…..
  - Place Orders
  - Manage Orders
- Administrators
  - All that and….
  - Grant Access
  - Assist Users
  - Make Adjustments
  - Set Up Vendors
- Vendors
  - Browse Catalogs
  - Build Shopping Carts
  - Send Shopping Carts
  - Report Shipment
  - Manage Orders

User Profiles – Special Permission Codes

- Additional Capabilities
- Credential Required
- Used to
  - Control Access
  - Allow specific actions

- SPCs in Use
  - Payment
    - MILSTRIP Fund Code
    - Long Line of Accounting
    - Corporate Credit Card
  - Contracting Officer
  - Delayed Billing
  - Vendor Corporate View
  - Manual Order Entry System
  - Contracts
    - NAVFAC (+ DODAAC)
    - DHS Corporate (+ DODAAC)
    - DLA ODM
    - NAF Army
    - Epaulets

User Profiles – Service Based Rules

- Users register with:
  - Department
    - Service or Agency
      - Major Command
        - Unit or Office Symbol
        - DOD Activity Address Code
- Used to
  - Determine initial page
  - Display Service Policy
  - Limit Access
  - Enforce Business Rules
  - Report

Searching for Products

- Filters
  - Environmentally Friendly
  - JWOD
  - Small Business
  - Subgroups of catalogs
- Regional Catalogs
  - Pricing for delivered location
  - Access by location or organization

Searching for Products – Information Icons

- Environmentally Friendly
- Material Safety Data Sheet applies
- Picture Available
- JWOD item
- UNICOR Item
- NSN Cross Referenced
  - Government Certified
  - Contractor Certified
- Payment Forms Accepted
  - Fund Code
  - Credit Card
  - Long Line of Accounting
- Small Business

Searching for Products

- Multiple Keys to Search On
  - NSN, NIIN, Manufacturer’s part number, manufacturer's name, catalog number, UPC, UNSPSC
- Cross Catalog Shopping
  - Instant comparison of price, delivery and characteristics
- Punchout
  - Customization, Detailed Specs, Workflow

Searching for Products – Power Shopping

- Simultaneous Search for 2 – 200 Items
- NSN, NIIN, Manufacturer's Part Number, UPC
- Search Results show:
  - Exact Matches (only one)
  - Multiple Matches (a group at a time for comparison and selection)
  - No Match
- Import a Preformatted Spreadsheet

Shopping Carts

- Save Carts
- Create Quick Lists
- Send Carts
- Cart Level Memo
- Line Item Level Memos
- Search by Memo
- Cart Areas
  - Current Cart
  - Orders Pending
  - Orders Placed
- Group Cart by Supplier
- Use Express Stores

Rule Engine

- Step between Checking Out and Finalizing Order
- Two Rules in Place
  - Air Force
    - Check cart for Weapons System Coded NSNs
    - Allow user to delete, return for substitute, buy
    - Report to HQ
  - Navy
    - Block purchase of condemned NSNs

Contract Terms & Conditions

- Order minimums and maximums
- Ceiling Tracking
- Different Order Limits for Contracting Officers
- Order Formats and Payment Forms Accepted
- Contractor and Contracting Officer Contact Information

User Order Management

- Save with a Meaningful Name
- Use Material Receipt Acknowledgement to
  - Close out
  - Report problems
- Query Orders by
  - Date Range
  - Order Number, Supplier Order Number or Document Number
  - Supplier Name or Contract Number
- Obtain on-line status

DLA Order Status

- Direct Access to BSM for DLA Data
  - Requisitions
  - NSNs
- Mimics WebCATS insofar as BSM Provides the Data
- Filtered Data
  - DLA Personnel see 100%
  - Customers see data for pre-registered DODAAC(s)
- Future
  - More robust queries to BSM
  - Stock Out Report

Vendor Process

- Collaboration with Service Sponsors
  - Bona Fide Need for products or services
  - Contracting Office Provides contract and contract management
- Contract Types
  - GSA Federal Supply Schedule
  - Blanket Purchase Agreement
  - Indefinite Delivery/Indefinite Quantity
  - Open Market
- Supplier Account Managers
  - Technical Support
  - Order Testing
  - Catalog Quality Assurance
  - Problem Discovery & Resolution

Customer Care

- Help Desk
- Automatic E-mails
  - Account Authorization or Modification
  - Credit Card Denials
  - Order Confirmation (with cc)
- Material Receipt Acknowledgement with Problem Reports
- Upcoming: Link to WebSDR

Niche Capabilities

- Existing
  - On Demand Manufacturing
  - Electronic Task Ordering
  - P3 Propeller Repair
  - Manual Order Entry System (MOES)
  - DHS Corporate Contracts with Oracle and DELL
  - DELL and NAVICPMart Punchout
  - Single Sign Ons: Navy One Touch, BSM and (coming) Army Knowledge On-Line
- On hold
  - SCAN, Generator Sets, Custom bushings

On Tap

- Version 6.0: J2EE compliant architecture at a consolidated site with greater throughput, load balancing and capacity
- More interaction with DLA’s Business Systems Modernization SAP implementation
- Integrated Acquisition Environment

Shameless Advertisement

- DOD EMALL SUPPLIERS CONFERENCE!
  - October 28, 2004
  - At the Federal Center in Battle Creek, MI
  - Topics:
    - Learn How To Improve Your E-Catalog
    - Learn about new and future innovations
    - Participate in a Supplier's forum
    - Learn to use E-MALL from a Buyer's Perspective
    - Network with other DOD EMALL Suppliers
- DLA CSRs Welcome!
- See www.emall.dla.mil for registration instructions

DOD EMALL Is Proud to Serve

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